

# Executive Financial Planning

## *Wealth Management Solutions*

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### Press Release

### For Immediate Release

## **Brighton's Executive Financial Planning teams with its clients to raise \$6000 for American Red Cross Haiti Fund**

Brighton-based Executive Financial Planning recently presented the American Red Cross of Livingston County with a check for \$6000, the total amount raised from a challenge it announced and presented to its clients in January. The money raised is in support of the American Red Cross Haiti relief and recovery fund.

In mid-January, Executive Financial Planning issued a challenge to its clients after a devastating earthquake rocked Haiti: Help the American Red Cross raise money for Haiti victims and we'll match it. Offering to match up to \$2000 of the donations it received from its clients, the end result astonished everyone involved. Senior Partner Bert Herzog and his team met with American Red Cross of Livingston County Executive Director Diane Serra to present a check for \$6000 raised. EFP clients raised \$3910 and EFP provided a \$2090 match to tally \$6000.

"To see our clients step forward like this to help the people of Haiti in so much need makes me extremely proud and humbled," said Executive Financial Planning Senior Partner Bert Herzog. "We never expected to see such an outpouring of support to our challenge. Even in tough times, people are willing to help their brothers and sisters in need."

Founded in 1985 by Bert Herzog, Executive Financial Planning is an accomplished investment advisory firm focusing on achieving and sustaining clients' wealth through proactive management solutions. The company is a loyal Michigan-based company that has been involved in numerous community and charitable causes throughout the years.

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### **NOTE: Picture attached.**

**Cutline for picture:** Diane Serra, Executive Director American Red Cross Livingston Chapter (center), accepts a \$6000 check from Executive Financial Planning for its Haiti relief efforts. Pictured from left to right around Ms. Serra are: Executive Financial Planning's Bert Herzog, Michael Chechel, Adam Kulesza, Red Cross Board Member Doug Edema and EFP's Aleia Jackson.

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